



# HOW TRENDS SHAPE THE MEDIA LANDSCAPE

Malaysia and Indonesia

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# Preface

The media industry has changed rapidly, and those changes can sometimes be difficult to follow and predict. These changes happened among the media around the world and country, like Malaysia and Indonesia have no exception. The rapid changes of the media industry in Malaysia and Indonesia have affected various stakeholders including the universities that produce graduates in media and communication field.

Having said that, until today, it is very hard to find an academic book especially from Malaysia and Indonesia that discusses this topic especially on the future of media. Most of the books in this field are coming from the Western perspectives and do not fit well to the current economic, social and political development in developing countries such as Malaysia and Indonesia. Therefore, this book was written with the aim to provide insights in this area that play a role as a guide academic book for media and communication students in both Malaysia and Indonesia. The book is useful as a reference for academics in this area as well. The authors have to include variety range of topics, including sustainability of newspaper, handphone and advertising, self-branding on social media, accidental journalism, new media and freedom, public engagement and online media, news aggregator and online media and Instagram journalism.

Additionally, the book will try to answer to important questions namely what is now? And where are we heading for the future of the media industry? By answering these two important questions, it would be able to help the students and academics in media and communication to understand more of this area that always evolves rapidly. More

importantly, each chapter of the book will be written by the media and communication experts from a few universities from Malaysia and Indonesia. It is hoped that the output from the book could contribute to the development of the media and communication field in both countries. More importantly, it can be a good reference book for media and communication students from both countries as well the students from Asian regions that are interested to know more about Malaysian and Indonesian media.



# Introduction

With today's rigorous technological advancement, the media industry is rapidly shifting, making it challenging for researchers to keep abreast of the situation or even in predicting its consequences to the society. But a prevalent trend has surely surge across the world, including in Malaysia and Indonesia, which is the evolution of online and social media. Is online media the way forward? Does social media really change the lives of the society? Those questions are frequently asked whenever researchers are looking into media and communication phenomenon.

Recently, we can see there is so much hype and spin on online and social media, making them both as effective media to connect, collaborate and communicate with each other. It has certainly given rise to a new form of social interaction, affecting how we think, what we see, as well as how we perceive, understand, and respond to others. What is more is that you can get to know about almost everyone and everything as majority of the world population, organisations, media, and brands are always online, sending and receiving information from across the globe. With the infinite data plastered all over the internet, online and social media has indeed changed our views, attitudes and behaviours towards issues, brands, products, and the people around us.

Now, here is the stunning part - in both Malaysia and Indonesia, these past years has shown noticeable increase in the usage of online and social media for all walks of life. We are fully immersing ourselves towards online and social media in garnering knowledge, providing news, sharing personal content, presenting our self and more. But are we aware that the media industry has been shifting to the online and social media platforms? Do we also know how the changes has affected our lives?



In upholding to the theme of this book, eight chapters on matters concerning Malaysia and Indonesia were crafted to enlighten readers on the evolving trends surrounding communication and media. The first chapter entitled, "Towards the sustainability of newspapers in Malaysia: Practice and content", discusses on the current condition of digital print media and how it is important for newspapers to shift to online platforms and digitisation in becoming more relevant and sustainable to the current market. The chapter also reflects on how crucial it is to offer more environment and sustainable development issues rather than politics and entertainment.

In the second chapter on "Is my handphone spying on me?" The effect of digital footprint in predictive advertising, it particularly focuses on the angle of surveillance capitalism and predictive advertising based on users' digital footprint. The study also identifies safety measures that consumers should consider while engaging on the internet in protecting their privacy.

The issue on social media is also addressed in chapter 3, "Run today and regret it forever! The power of self-branding on social media towards job employments in Malaysia". This chapter elaborated on the importance of self-branding in creating a professional digital presence for a better future in the media industry. It also delineates on the current trends of employers in assessing social media content of their job candidates in making hiring decisions.

In Chapter 4 on "Non-institutional citizen journalism: Accidental journalism in Malaysia", it discusses on the phenomenon of how non-institutional citizen journalism are becoming more apparent in disseminating news and information to the society, specifically in regard to accidental journalism. This chapter further described the characteristics of accidental journalist and their impact to the field of journalism and news reporting.

The focus of trends that shape the media industry in Indonesia is also evident in "New media and the delusions of freedom: From the ethical to political economy problem". The chapter looked into how digital media platforms influence democratic participation and political freedom, how economic liberalisation in the democratic public sphere can cause democracy and the importance of access to ownership and management of new media technology in developing a democratic public sphere.

The next chapter carefully studied on the "Public engagement on online media industry in Indonesia". In specific, it underlines on how



public engagement on social media is more tolerated than online news channel in the country. The chapter explained on how the transformation of the media landscape has changed the position of discursive power between political figure and media firm to online media influencers.

The “News aggregator and online media business challenges in Indonesia” chapter emphasised the form and application of news aggregator collaboration is imperative in online media business to increase traffic, expand the reach and engagement of readers. In specific, a case study on Kumparan.com was discussed in the chapter.

The final chapter in this book entitled “Instagram journalism and news ethics on social media: Indonesian perspective”, depicts an interesting discussion on how the practice of social media journalism can further enrich information and news distribution. The chapter highlights the important role of ethical journalism, where digital reporters should embed journalistic principles and ethics as part of their work culture.

# Chapter

## 7

### **News Aggregator and Online Media Business Challenges in Indonesia**

*Olivia Lewi Pramesti & Rosalia Prismarini Nurdyarti*

#### **INTRODUCTION**

The increase in internet consumption in the community has implications for the media business in Indonesia. The media company is growing its business by presenting an online media platform. This online media platform can even be said to increase rapidly compared to the emergence of print or electronic media. Based on data from the Press Council in 2018, there are 47,000 mass media in Indonesia, consisting of 2000 print media, 674 radio media, 523 television media, and 43,083 online media (Antara, 2018).

The mushrooming of online media in Indonesia is also in line with the pattern of media consumption by the public. Research from the Indonesian Internet Providers Association (APJII) show internet penetration in 2018 was 171.17 million people out of Indonesia's total population of 264.16 million people. Internet penetration in 2018 increased from 143.26 million in 2017. Based on the APJII's research,



it is known that the largest internet users in Indonesia are in the age range of 15 to 34 years old. Based on research the millennial generation is a heavy user in consuming the internet which is about 4-6 hours per day. Internet consumption is not only surfing social media but searching for all kinds of information including news. It is noted in research that as many as 70.4% of millennials access digital media for the latest developments. Meanwhile, one of the interesting things in the research is that millennial chose to read the news from one of the news aggregators in Indonesia namely Line Today (IDN Research Institute, 2019; Wicaksono, 2019).

The existence of this news aggregator also colours the competition of online media in Indonesia. Hall (2010, p. 36) states that news aggregator is an index site that helps the spread of online news from certain news sites. Aggregator sites provide links or news links to direct readers to specific news sites. Through the link, the reader will get an overview of the events that are happening. According to Hall, the aggregator site is controlled by the news site as a content provider, but the aggregator site has authority for editorial roles.

In Indonesia, news aggregators or commonly known as newsgathering applications has grown quite rapidly since 2017. According to the Reuters Institute (Fisamawati, 2019), as many as 36% of respondents admitted to reading the news because it was recommended automatically by machines working behind the platform. Fisamawati (2019) states news aggregator is a filter of fake news because the content of news aggregators comes from trusted sources. Also, the artificial intelligence technology behind the news aggregator platform will transmit information based on the interests of net citizens themselves thus enabling the breadth of the topic and depth of information.

Fajar Widi (2020) stated based on app Annie, an analysis tool for business companies, there are five top news aggregator positions in Indonesia, namely UC News, Babe, Line Today, Kurio, Microsoft News, and Opera (Fajar Widi, 2020). According to Fajar Widi, the existence of this news aggregator is very profitable for online businesses. The online media business relies on clicks from readers to bring in revenue for media companies. Fajar Widi said, the phenomenon of online media business in Indonesia, many online media sites are cooperating with news aggregators. News aggregator is a channel of information distribution for online media.

On the other hand, the media is a business entity that has the freedom to make a profit. Closely related to the economy, Albaran



(2010, p. 3) states that economic media deals with how media produces and distributes content to satisfy the needs and desires of consumers. According to Baran (2010), consumer satisfaction can be obtained by empowering all kinds of resources such as using technology. Technology plays an important role in the production, distribution, and exchange of media products to consumers (Albaran, 2010, p. 85). Adaptation to technological developments is also done in a variety of ways, including expanding the diversification of media products and platforms to reach a wider audience.

The presence of news aggregators is becoming a fresh wind for online media to increase traffic. Traffic (Margianto & Syaefullah, 2012, p. 29) is a one-page activity resulting from internet user visits and internet user activity on that page. The more a site is visited and the activity that internet users do on that site, the higher the traffic. News Aggregator as a technology that many millennial people look at, is certainly a challenge for the online media business in Indonesia. This paper will look at the phenomenon of news aggregators in Indonesia and their influence on the online media business. The author will see the phenomenon through one of the online media in Indonesia Kumparan.com in January 2017.

### **CASE STUDY: ONLINE MEDIA BUSINESS KUMPARAN.COM**

Saba pointed out that three top news aggregators started the presence of other news aggregators, namely Yahoo News (the 1990s), Google News (2002), and Huffington Post (2005) which collaborated with opinion and editorial content (Lee & Chyi, 2015, p. 3-4). News Aggregator is classified into three types: 1) Content hosts that have a focus on providing containers of content, 2) Aggregation with indexing types, or categorise content differently from other existing content. 3) Traditional aggregators are licensed for all content text or full-text aggregators (Ginting et al., 2019, p. 28).

News Aggregator in Indonesia was present around 2017. The presence of news aggregators starts from the convergence of technology and changes in media consumption of Indonesian people (Fajar, Widi, 2020). Several news aggregators in Indonesia until 2020, namely UC News, Babe, Line Today, Kurio, Microsoft News, and Opera.



Fisamawati (2019) stated the emergence of news aggregators as the use of social media increased in Indonesia around 2015-2017. During that period, media companies used social media to disseminate information. Fisamawati (2019) said news aggregators are a means for people to verify news that is on social media. Figure 7.1 explains the media trends in Indonesia.

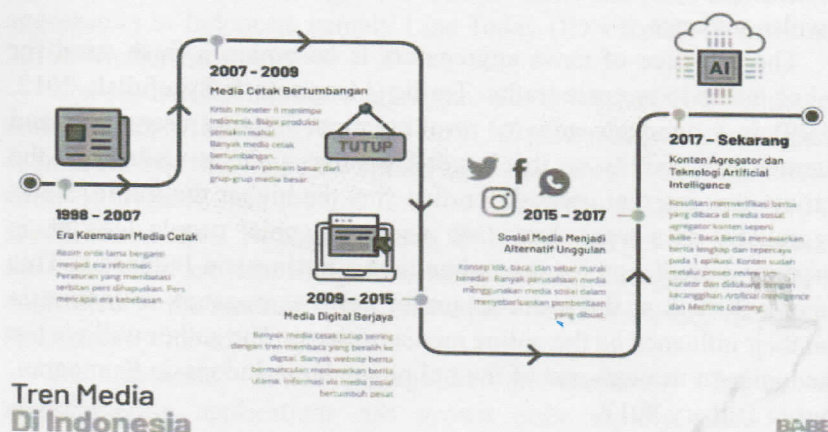


Figure 7.1 Media trends in Indonesia (Source: Fisamawati, 2019)

Meanwhile, media companies are not separated from profit. Media companies no longer sell the content but also audiences to advertisers. Three things distinguish the media industry from others namely, 1) the role of very dominant advertising, 2) mass media is an important source of information for communities protected by law – the country's constitution on free speech, and 3) dual products – content and audiences, dual markets – consumers and advertisers, and has a dual mission – economic and public (Hasan, 2006, p. 331). According to the statement, the media company also needs to think about strategies to keep its company alive, while remaining a social institution.

Technology also helped the wheels of media life (Albaran, 2010). Kumparan.com as online media captures the changing consumption of media by the public. According to Fajar Widi, online media is currently trying to find a millennial generation market. This is because the generation is the biggest accessor of media, while the millennial

generation is a market for Kumparan.com. Cooperation is also based on the reasons for new players in the online media business and the ease of news aggregators in distributing media content (Fajar Widi, 2020).

Kumparan.com with news aggregators is traffic and revenue cooperation. Kumparan.com create a protocol for distributing news automatically and in real-time to platforms outside of those media. This protocol is what news aggregators will use to pull news – news automatically. Revenue cooperation related to income such as advertising with profit-sharing between 70% - 30 % or 60%-40% with the largest share in media (Fajar Widi, 2020).

Cooperation with news aggregators certainly brings its benefits for Kumparan.com. According to Fajar Widi, the millennial generation knew the media Kumparan.com through news aggregators. Another advantage is fast traffic because information distribution channels are already available. Cooperation also has several drawbacks. Fajar Widi tells about profit sharing that is not transparent. Besides, Kumparan.com has suffered losses from cooperation. One of the aggregator news partners blocked the source of the news, in this case, Kumparan.com as its media.

## NEWS AGGREGATOR AND TRAFFIC

Albaran (2010) states “technology enables media firms to distribute content to various platform with improved sound and picture quality in a high-speed broadband environment, at the same time, the technology requires firms operating in the media economy to make constant investments to keep up with changing technology” (p. 91). Albaran wants to assert that technology allows media companies to distribute content across multiple platforms with good sound and images at high speeds. In the context of the media economy, media companies need to make continuous investment to keep pace with technological changes. The case Kumparan.com proves that Kumparan.com invested himself in being able to join the news aggregator. This aims for wider distribution of information content. News aggregator as technology can prove that information from Kumparan.com media can reach the expected market.

The law of supply and demand as the essence from the perspective of the economic media also runs. A recent case Kumparan.com shows that content published through news aggregators is based on consumer



tastes. This consumer taste will later satisfy the needs and desires of consumers. Consumer satisfaction determines traffic for the media concerned.

Traffic logic is a major life source for online media. Traffic is generated from the interactivity space provided by the news site. This interactivity space is present in reader comments, games, forums, or commerce provided by certain news sites (Margianto & Syaefullah, 2012, p. 29). In the editorial room, traffic is obtained as a result of news production made by journalists. The news that the reader clicks will generate a pageview. The more news you click on the larger the pageview you get. The bigger the pageview, the greater the business potential that can be achieved (Margianto & Syaefullah, 2012, p. 32).

The economic model of news aggregators is built by maximizing traffic to their sites to sell ads and increase incentives. The value of the online news ecosystem as a whole does depend on the number of readers clicking on the sites they link to. News aggregators tend to increase overall traffic in the news ecosystem, but the benefits do not spread to other media unless a large number of readers click overall (Coddington, 2015, p. 32). Through news aggregators, readers can access content, in the form of writing, news, videos, or podcasts from multiple sources simply by opening a platform. Through this more personalized service, reader traffic will increase so that the profits earned by news aggregators also increase.

## ADVANTAGES IN THE MEDIA BUSINESS

The online media business and news aggregator are experiencing increasingly stiff competition. According to Michael Porter, the industrial world is influenced by the opportunity that a new company can enter an industry and influence competition. These opportunities can come from competitive advantages, identified in two types: cost advantage and differentiation advantage. Cost advantage, if the company can provide the same benefits as competitors but at a lower cost. Advantages differentiation exists when the company's products benefit beyond competitor products (Carveth, 2004, p. 276).

Kumparan.com through cooperation with news aggregators will process the advantages of this cost. This is because it will reduce marketing costs in installing banners and can advertise to the right media. But for the advantages of product differentiation, news aggregators



have more product variants than news content there are also content contributors. Contributors to this content are promised some material reward in the form of money, which is calculated in different ways between each platform. This product also provides benefits in the form of personal branding for the authors (Subagio & Irawanto, 2018, p. 91)

The economic logic of the online media business model follows three directions, namely: 1) Analysis of the competitive environment and the main actors involved in the sector, 2) Overview of the revenue model, and 3) Financial resources. Rayput & Sviokla termed the competitive environment with a digital marketplace or market space. The revenue model is derived from two types, advertising, and payment for content. Financial resources are obtained from sponsorships or donations from users (Esteruelas, 2013, p. 355-357)

Kumparan.com gets a source of revenue from two types, namely advertising and brand activation. The ads are obtained in two ways, namely inbound and outbound. Inbound is done by the media to advertisers, in this case, the sales marketing section that will actively search. While outbound clients have a brief or offer a product or service to advertise through the media. Through these two ways, the media takes care of and retains advertisers. Online form of advertising includes banners (pop-ups, skyscrapers) and advertorials. Kumparan.com also earns revenue from brand activation, namely from commercial partnership with certain brand. For example, Mom's gathering events was then sponsored by Morinaga Milk. The largest revenue is still earned from advertising, with a monthly target of 1-10 Billion (Fajar Widi, 2020).

Payment for content becomes one of the revenue models. But in other cases, Kumparan.com does not use this because it is immeasurable. Payment for content is not a source of income due to the character of newsreader in Indonesia which is different from Europe or America. In America, its citizen's values news content more, so it is not a shame when spending money per month to get quality journalistic content (Fajar Widi, 2020).

## CONCLUSION

News Aggregator is an important part of the online media business. New online media pioneering efforts can cooperate to increase traffic and expand the reach of readers. A case study Kumparan.com shows



three important things that need to be held to be civilized and survive in the online media business. First, technology plays an important role in the growth of the online media business. Second, content that can satisfy tastes, satisfaction, and be able to provide solutions for readers to increase traffic. Third, the transparent distribution of revenue between online media and news aggregators.

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# HOW TRENDS SHAPE THE MEDIA LANDSCAPE

Malaysia and Indonesia

The media industry has shifted dramatically due to the rapid advances in communication technologies around us. This ultimately makes it challenging for everyone to keep abreast of the changes and its impact on society. How much do we know about the trends of the media today? Where are we heading for the future of the media industry? In *How Trends Shape the Media Landscape*, the chapters in the book take readers into understanding the concerns and trends happening in the media industry in Malaysia and Indonesia in keeping up with the continuous innovations towards online and hypermobility society. A prevalent trend can be seen in both countries, where there is a noticeable increase in online and social media usage for all walks of life. Learn all about how the media industry is leveraging the digital platforms and how these changes affect society. The chapters included in the book cover areas in journalism, communication technology, sustainability, advertising, and media studies. Notably, this book will help students and academics in the field of media and communication that are interested to know more about Malaysian and Indonesian media sphere.

